

GOVERNMENT OF ANDHRA PRADESH
ABSTRACT

Department of Culture – Conduct of Satharupa Celebrations – Revised Guidelines – Orders – Issued.

YOUTH ADVANCEMENT TOURISM AND CULTURE (CA) DEPARTMENT

GO Ms No. 40

Dated: 31.01.2011

READ:

GO Ms No.28, YAT&C (CA) Department, Dated 24.11.2009.

ORDER:

In the G.O. read above, orders have been issued for conduct of “Satharupa Celebrations” in all the three regions of the State instead of conducting at Hyderabad only which were being conducted from the year 2007 with an aim to preserve, protect and propagate not only the existing classical art forms but also the fading folk art forms prevailing in the Telugu culture and tradition. With the experience gained during the past years, Government having felt that there is a necessity to prescribe certain guidelines in order to make the Satharupa Celebrations a focused State level festival / programme giving opportunities to the artists in the fields of classical and folk all over the State and issued Guidelines in the G.O. read above.

Government, after careful consideration of the suggestions emerged during the Workshop on “Satharupa-2011” held on 8.12.2010, hereby issue the following revised guidelines for conduct of “Satharupa Celebrations”:

- 1) The Director of Culture will issue an advertisement in the leading vernacular dailies calling for entries on 1st January, every year. The last date for receipt of entries shall be 31st January.
- 2) To express an intention of interest to participate, there shall be a non-refundable entry fee of rs.100/- for an individual and rs.200/- for single group. Payment of this fee is not a guarantee for the performance, as it is only an expression of interest. The participant/participants for performance will be selected by a group of judges appointed by the respective District Cultural Council and their decision shall be final.
- 3) Demand Draft/Banker’s Cheque may be drawn in favour of “Director of Culture”, Hyderabad who will issue a receipt therefor.
- 4) The selection of artists is to be made before one month.
- 5) Judges shall be appointed for selection of best teams from the district programmes to perform at Hyderabad.
- 6) The Satharupa Celebrations will be conducted after completion of academic examination, i e., from April 24th onwards.
- 7) The Celebrations will be conducted in three districts in each of the three Regions of the State for 10 days in each district consecutively as decided by the Director of Culture and the district where the celebrations were conducted earlier shall not be considered until the cycle of all districts in the respective region is completed.
- 8) Of the 100 days of celebrations proposed, leaving the 90 days in districts, the celebrations shall be in Hyderabad for 10 days. The Inaugural Function shall be graced by the President of India / Vice- President of India / the Governor of Andhra Pradesh / the Chief Minister of Andhra Pradesh.

P.T.O

- 9) The places of programmes conducted in 2010 are to be changed in the coming year.
- 10) Opportunities shall be given to the new and upcoming artists.
- 11) The Cine artists are not allowed to participate in Satharupa and this programme is only created for the poor and rural folk artists.
- 12) The preference to the artists shall be in the order of 30% to youth, 30% to seniors and 40% general.
- 13) Professional artforms like puppetry be encouraged.
- 14) The remuneration to the artists will be paid by the Department of Culture as per the prescribed rates, which will change from time to time.
- 15) All Art forms belonging to all the three regions will be exhibited in all the above three places depicting the cultural integrity of the State. This programme schedule will be drawn up by the Director of Culture well in advance.
- 16) The District Collector who is the Chairman of the respective District Cultural Council will be in-charge of the 10 day programmes and will be coordinating with all other District Collectors whose districts are giving their performances. The Member-Secretary of the District Cultural Council shall assist the District Collector in this regard.
- 17) While conducting of the programme in the districts, one officer along with one assistant may be deputed from the Department of Culture to Districts with the cooperation of the nearest Government Music & Dance College Principal.
- 18) The transportation, accommodation and hospitality will be looked after by the District administration / District Cultural Council.
- 19) The District Cultural Council will identify a suitable venue for the 10 days programme with perfect sound and light systems.
- 20) The Superintendent of Police of the respective District will make bandobust during the 10 days programmes in consultation with the Chairman of the District Cultural Council.
- 21) Since people will be attending in large numbers, the District Administration shall make use of this programme to highlight the Government programmes as well.
- 22) The District Cultural Council is directed to involve the local Ministers, MPs, MLAs, MLCs and other elected representatives of the local bodies for gracing the occasions.
- 23) The Director of Culture will design the 10 days programme in consultation with the District Cultural Council.
- 24) Under the Corporate social responsibility, Industrial and Business houses are there to sponsor cultural programmes. The District Cultural Council will have a separate meeting with them to ensure their participation. It is the duty of the Member-Secretary to obtain Section 80G of the Income Tax Act exemption from the respective Director, IT (Exemptions). He, therefore, has to maintain proper accounts as per the IT Act.

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- 25) After conduct of the programme, participation certificates / best performance certificates at the State level shall be issued to the artists by the Director of Culture.
- 26) Satarupa Celebrations shall be put in records in CD and short film forms and documentation of the programmes is a must.
- 27) Photographs and addresses shall be collected from the participants to print Satarupa souvenir.

(BY ORDER AND IN THE NAME OF THE GOVERNOR OF ANDHRA PRADESH)

**Dr. S. CHELLAPPA
PRINCIPAL SECRETARY TO GOVERNMENT (CA)**

To
The Director of Culture, AP, Hyderabad.
The Collectors & Chairmen of District Cultural Council of all Districts in the State.

Copy to:

The Accountant-General, AP, Hyderabad.
The Director of Treasuries & Accounts, AP, Hyderabad.
The Pay & Accounts Officer, AP, Hyderabad.
The Fin (Expr. GAD-II) Department.

//FORWARDED::BY::ORDER//

SECTION OFFICEER